

**AMENDMENTS TO THE CLAIMS**

**This listing of claims will replace all prior versions and listings of claims in the application:**

**LISTING OF CLAIMS:**

1. (previously presented): An image display method, comprising the steps of:
  - extracting a person in a photographed image;
  - detecting a first characteristic of said extracted person;
  - determining a customer classification of said extracted person as a customer based on said first characteristic, the customer classification including multiple individuals;
  - switching an image displayed on an image display medium in accordance with the customer classification of the extracted person.
2. (original): The image display method according to claim 1,
  - wherein said first characteristic is at least one of a height, a size of a face, a shape of hairs, a shape of clothes, density distribution of clothes, color distribution of clothes, presence or absence of makeup, and presence or absence of accessories.
3. (currently amended): The image display method according to claim 1, further comprising the steps of:

estimating a second characteristic of said extracted person as a customer from said first characteristic to thereby determine the customer classification additionally based on the estimated second characteristic.

4. (original): The image display method according to claim 3,  
wherein said second characteristic is at least one of gender, age, and occupation.
5. (original): The image display method according to claim 3,  
wherein priority in accordance with said second characteristic is set to said image displayed by switching.
6. (original): The image display method according to claim 1,  
wherein said image display medium is an image display medium of an image display apparatus.
7. (original): The image display method according to claim 6,  
wherein said photographed image is a photographed image of a person who uses a game machine, and wherein said image display apparatus is the one for displaying contents of a game in said game machine.
8. (original): The image display method according to claim 7,  
wherein an image displayed by said image display apparatus includes an advertisement associated with said game or a character appeared in said game.

9. (original): The image display method according to claim 6,  
wherein said photographed image is a photographed image of a person who  
watches television, and wherein said image display apparatus is the one for displaying a  
television program.
10. (original): The image display method according to claim 9,  
wherein an image displayed by said image display apparatus includes a television  
advertisement and an advertisement synthesized in a specified area in a screen of said program.
11. (original): The image display method according to claim 6,  
wherein said photographed image is a photographed image of a person who uses a  
communication network terminal, and wherein said image display apparatus is the one for  
displaying an image transmitted via said communication network.
12. (original): The image display method according to claim 11,  
wherein an image displayed by said image display apparatus includes an  
advertisement transmitted via said communication network.
13. (original): The image display method according to claim 1,  
wherein said image display medium is a hardcopy image display medium.
14. (original): The image display method according to claim 13,  
wherein said hardcopy image display medium is a seal printing or receipt.

15. (original): The image display method according to claim 13,  
wherein switching an image displayed on said hardcopy image display medium is at least one of changing a background, changing a synthesized character and changing contents of image processing to be executed on the displayed image.
16. (withdrawn): An image display method, comprising the steps of:  
inputting voice of a person;  
estimating a characteristic of said the person based on said input voice or semantic contents of the voice; and  
switching an image displayed on an image display apparatus in accordance with said estimated characteristic.
17. (withdrawn): The image display method according to claim 16,  
wherein said characteristic is a characteristic of a person as a customer.
18. (withdrawn): The image display method according to claim 17,  
wherein said characteristic of the person as the customer is at least one of gender, age and occupation.
19. (withdrawn): The image display method according to claim 16,  
wherein said image display medium is an image display medium of an image display apparatus or a hardcopy image display medium.

20. (previously presented): An image display method, comprising the steps of:
  - extracting a person in a photographed image;
  - performing person identification for said extracted person; and
  - switching an image displayed on an image display medium in accordance with an individual subjected to said person identification, when it is decided that the display of said image is prohibited in accordance with an individual subjected to said person identification.
21. (original): The image display method according to claim 20,
  - wherein facial images are previously registered and said person identification is performed by referring to said facial images.
22. (original): The image display method according to claim 20,
  - wherein said image is switched and displayed based on priority corresponding to each individual.
23. (original): The image display method according to claim 20,
  - wherein said image display medium is an image display medium of an image display apparatus or a hardcopy image display medium.
24. (withdrawn): An image display method, comprising the steps of:
  - photographing a specified area in which an image to be displayed on an image display apparatus can be recognized thereby obtaining a photographed image;

extracting a person in said photographed image;  
detecting information with regard to at least one of a distance, a direction, a height of a face, and a moving direction of said extracted person relative to said image display apparatus; and

displaying an image on said image display apparatus after modifying or changing said image based on said information such that the image can easily be recognized by said person.

25. (withdrawn): The image display method according to claim 24,  
wherein geographical conversion processing is performed to said display image in accordance with a direction or a distance and a direction of said person relative to said image display apparatus such that the image displayed on said image display apparatus can be seen similarly to the image seen from the front by said person.

26. (withdrawn): The image display method according to claim 24,  
wherein the center of the image displayed on said image display apparatus is shifted along with a movement of said person relative to said image display apparatus.

27. (withdrawn): The image display method according to claim 24,  
wherein the center of the image displayed on said image display apparatus is shifted in accordance with a height of a face of said person.

28. (withdrawn): The image display method according to claim 24,  
wherein the image displayed on said image display apparatus is enlarged or  
reduced, or display contents of the image are changed in accordance with a distance between said  
person and said image display apparatus.

29. (withdrawn): The image display method according to claim 24,  
wherein, in a case of a plurality of said persons, the image displayed on said  
image display apparatus is displayed after divided in accordance with a position of each person.

30. (withdrawn): The image display method according to claim 24,  
wherein the display image is further corrected such that deviation of color is corrected in  
accordance with luminosity of lighting and tint around said image display apparatus.

31. (previously presented): The image display method according to claim 1,  
wherein the first characteristic is at least one of a height, a shape of clothes, density  
distribution of clothes, color distribution of clothes, presence or absence of makeup, and  
presence or absence of accessories of the extracted person.

32. (previously presented): The image display method according to claim 1,  
wherein said photographed image is a photographed image of a person who watches  
television, and wherein said image display medium is a screen of an image display apparatus for  
displaying a television program, and

wherein said image display apparatus comprises a computer installed with a computer readable medium having recorded thereon a computer program for identifying a person.

33. (previously presented): The image display method according to claim 1, wherein said image display apparatus comprises an image sensor, which photographs said person when said person watches television.

34. (previously presented): The image display method according to claim 11, wherein said communication network is the Internet.

35. (previously presented): The image display method according to claim 11, wherein the communication network terminal is a personal computer comprising, a computer installed with a computer readable medium having recorded thereon a computer program for performing the step of detecting said first characteristic.

36. (previously presented): The image display method according to claim 35, wherein said personal computer comprises an image sensor, which photographs said person when said person uses said personal computer.

37. (previously presented): The image display method according to claim 35, wherein said first characteristic is at least one of a height, a shape of clothes, density distribution of clothes, color distribution of clothes, presence or absence of makeup, and presence or absence of accessories of the extracted person.

38. (previously presented): The image display method according to claim 1, wherein said image display medium is a electronic poster or an electronic information board.

39. (previously presented): The image display method according to claim 22, wherein said image is displayed according to a display order depending on said priority.

40. (previously presented): The image display method according to claim 22, wherein said image is displayed according to a display time depending on said priority.

41. (previously presented): The image display method according to claim 7, wherein the game machine is an arcade game installed with a computer readable medium having recorded thereon a program for executing said game.

42. (currently amended): The image display method according to claim 20, wherein said image display [[apparatus]] medium comprises a computer installed with a computer readable medium having recorded thereon a computer program for executing the step of performing person identification.

43. (previously presented): The image display method according to claim 20, wherein said image display medium is a display of a television set and comprises an image sensor, which photographs said person when said person watches television.

44. (previously presented): The image display method according to claim 20, further comprising, determining a customer classification of said extracted person based on a detected first characteristic corresponding to said extracted person, to thereby decide based on the

customer classification whether the display of the image is prohibited, wherein the customer classification includes multiple individuals.

45. (previously presented): The image display method according to claim 1, wherein the first characteristic corresponds to statistical tendencies of said extracted person, and wherein multiple individuals share said first characteristic.